

TRANSIT ADVERTISING RATE CARD

| 2026



About Mowasalat

Mowasalat Co. (Karwa) provides transport solutions in the State of Qatar and started its activities by providing integrated land transport services and solutions in October 2004. Mowasalat Co. (Karwa) has continually grown in size, fleet strength, operations, and expertise to provide total transport solutions and a lasting customer experience.

We work with the Ministry of Transport and Communications and other stakeholders in aligning our strategy and deliverables to meet transportation needs of efficient integrated transport network.

Mowasalat plans to expand nationwide through major bus stations, depots, public service buses, other buses, and vehicles of eco-friendly in nature and taxis on the road building to serve for 2022 and beyond.

For more information, please visit www.mowasalat.com



Transit Advertising

Transit advertising is a form of advertising which is done on Public Transport vehicles (Buses & Taxi) and Bus Stations (Windows and Entrances), includes the great visibility and low cost.

Karwa Public Transportation Buses and Karwa Taxi travel inside and across all Qatari cities, carrying over than 22 million passengers per year.

In fact, many researchers found that the cost of advertising on Public Transportation Bus Station, Buses and Taxis is the least costly of all researched media formats.

For any organization interested in advertising on Karwa Public Transportation Bus Station, Buses and Taxis, Mowasalat Co. (Karwa) rental space by a local and national advertising agency is an excellent idea.

Public Transportation Bus Stations

1. Al-Gharrafa Bus Station
2. Al-Sudan Bus Station
3. Al-Wakra Bus Station
4. Education City Bus Station
5. Industrial Area Bus Station
6. Lusail Bus Station
7. Msheireb Bus Station
8. West Bay Bus Station

Benefit of Transit Advertising:

- Mass Media – Reach to the masses
- Captive Media – Following customer in daily life
- Mobile Media – Street canvassing
- Effective Media – High coverage across country



Fleet Information



1. Two Sides Full Wrap



2. Two Sides Square Wrap



3. Two-side strip liner wrap



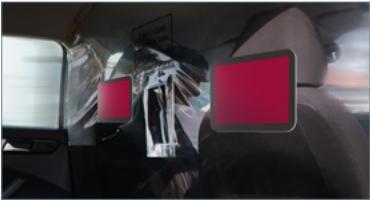
4. Bus inside branding



9. Taxi



10. Taxi in-cab inserts



Rates

SN	Vehicle Type	Route Rate	Wrapping Type	Total area size in sqm.	Rate/sqm per 2 weeks	Rate/Vehicle per 2 weeks
1a	Single Deck Bus	Premium*	Two Sides Full Wrap	62 sqm	QAR 100	QAR 6,200
1b	Single Deck Bus	Standard	Two Sides Full Wrap	62 sqm	QAR 90	QAR 5,580
2	Single Deck Bus	Premium*	Two Sides Square Wrap	20 sqm	QAR 150	QAR 3,000
3	Single Deck Bus	Premium*	Two Sides Strip Liner	20 sqm	QAR 100	QAR 2,000
4	Single Deck Bus	Standard	Interior Branding	30 sqm	QAR 50	QAR 1,500
5	Taxi	Premium*	Taxi Wrap	5 sqm	QAR 150	QAR 750
6	Taxi	Premium*	Taxi In-Cab Inserts	A5 size	L.S.	QAR 250



Conditions

- *Premium Rate is charged on routes serving high footfall areas like:
 - Hamad International Airport Road
 - Doha Corniche
 - Salwa Road
 - West Bay
 - Old Airport Road
 - Al-Waab Road

Additional routes and areas may be added due to the dynamic changes within the transport industry in Qatar.
- Rate/vehicle is per campaign with a minimum period of two weeks. In case of extension of the campaign period rate shall be charged as per the extended period.
- The type and number of vehicles and transit advertisement space shown in the table are only indicative and subject to change as per evolving innovative solutions in utilizing the interior and exterior space, considering market dynamics and needs.
- All transit advertising artworks are subject to approval by Mowasalat.
- All branding material used should be conforming to standard quality or equivalent as per Mowasalat material specifications.
- On-board advertising options are available.
- The actual dimensions of taxi and bus spaces will be provided upon request.
- Contract terms and conditions apply.

Digital Media Advertising

Discover the power of targeted advertising with Mowasalat (Karwa).

We provide a unique and effective platform for Digital Media advertising on the screens inside Karwa Public Transportation Buses and Karwa Taxis reaching a captive audience.

With our extensive fleet and widespread coverage, your brand message can make a lasting impact on commuters and travelers throughout the country. All advertising opportunities are subject to the pricing and conditions as outlined:

TVC duration in seconds	Standard Rate per Spot	Premium Rate per Spot
5"	QAR 85	QAR 106
10"	QAR 162	QAR 202
15"	QAR 230	QAR 287
20"	QAR 289	QAR 361
25"	QAR 340	QAR 425
30"	QAR 383	QAR 478
35"	QAR 446	QAR 558
40"	QAR 510	QAR 638
45"	QAR 536	QAR 669
50"	QAR 595	QAR 744
55"	QAR 655	QAR 818
60"	QAR 663	QAR 829



Note:

1. Peak hour spot rate (Premium Rate) will be 25% Additional.
2. Day's peak hours:
 - a. 6:00 am to 8:00 am & 5:00 pm to 9:00 pm - Sunday to Thursday
 - b. 12:00 pm - 11:00 pm (Night) - Friday.
3. All TVC Material subject to approval from Mowasalat Co..
4. TVC will be display onboard the buses screens per route and according to booked time/date.

Public Transportation Bus Stations

Maximize your brand's visibility with our advertising solutions through Karwa Public Transportation Bus Stations.

Capture the attention of a diverse audience in premium locations all over the country, creating impactful brand impressions that leave a lasting mark.

All advertising opportunities are subject to the pricing and conditions as outlined:



Al-Gharrafa Bus Station Rate Card

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
FRONT SIDE - GROUND FLOOR					
Facade/Window (1)	Front Side	GHA-W1	32	QAR 400	QAR 12,600
Facade/Window (2)	Front Side	GHA-W2	16	QAR 400	QAR 6,300
Main Entrance (1)	Front Side	GHA-D1	25	QAR 500	QAR 12,500
Main Entrance (2)	Front Side	GHA-D2	25	QAR 500	QAR 12,500
Facade/Window (3)	Front Side	GHA-W3	16	QAR 400	QAR 6,300
Facade/Window (4)	Front Side	GHA-W4	32	QAR 400	QAR 12,600
Facade/Window (5)	Front Side	GHA-W5	10	QAR 400	QAR 3,800
BACK SIDE - GROUND FLOOR					
Facade/Window (6)	Back Side	GHA-W6	32	QAR 400	QAR 12,600
Facade/Window (7)	Back Side	GHA-W7	32	QAR 400	QAR 12,600
Facade/Window (8)	Back Side	GHA-W8	16	QAR 400	QAR 6,300
Passenger Entrance (3)	Back Side	GHA-D3	25	QAR 500	QAR 12,500
Facade/Window (9)	Back Side	GHA-W9	32	QAR 400	QAR 12,600
Facade/Window (10)	Back Side	GHA-W10	32	QAR 400	QAR 12,600
Passenger Entrance (4)	Back Side	GHA-D4	25	QAR 500	QAR 12,500
Facade/Window (11)	Back Side	GHA-W11	16	QAR 400	QAR 6,300
Facade/Window (12)	Back Side	GHA-W12	32	QAR 400	QAR 12,600
Facade/Window (13)	Back Side	GHA-W13	32	QAR 400	QAR 12,600



Al-Sudan Bus Station Rate Card

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
FRONT SIDE - GROUND FLOOR					
Main Entrance (1)	Front Side	SUD-D1	21	QAR 500	QAR 10,600
Main Entrance (2)	Front Side	SUD-D2	21	QAR 500	QAR 10,600
LEFT SIDE - GROUND FLOOR					
Facade/Window (1)	Left Side	SUD-W1	10	QAR 400	QAR 4,000
Facade/Window (2)	Left Side Corner	SUD-W2	9	QAR 400	QAR 3,500
BACK SIDE - GROUND FLOOR					
Facade/Window (3)	Back Side	SUD-W3	51	QAR 400	QAR 20,200
Passenger Entrance (3)	Back Side	SUD-D3	21	QAR 500	QAR 10,600
Facade/Window (4)	Back Side	SUD-W4	32	QAR 400	QAR 12,800
Passenger Entrance (4)	Back Side	SUD-D4	21	QAR 500	QAR 10,600
Facade/Window (5)	Back Side	SUD-W5	16	QAR 400	QAR 6,400
Facade/Window (6)	Back Side	SUD-W6	38	QAR 400	QAR 15,300



Al Wakrah Bus Station Rate Card

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
FRONT SIDE - GROUND FLOOR					
Main Entrance (1)	Front Side	WKR-D1	22	QAR 500	QAR 11,200
Main Entrance (2)	Front Side	WKR-D2	22	QAR 500	QAR 11,200
BACK SIDE - GROUND FLOOR					
Facade/Window (1)	Back Side	WKR-W1	32	QAR 400	QAR 12,800
Facade/Window (2)	Back Side	WKR-W2	24	QAR 400	QAR 9,600
Passenger Entrance (3)	Back Side	WKR-D3	22	QAR 500	QAR 11,200
Facade/Window (3)	Back Side	WKR-W3	32	QAR 400	QAR 12,800
Passenger Entrance (4)	Back Side	WKR-D4	22	QAR 500	QAR 11,200
Facade/Window (4)	Back Side	WKR-W4	16	QAR 400	QAR 6,400
Facade/Window (5)	Back Side	WKR-W5	40	QAR 400	QAR 16,000



Education City Bus Station Rate Card

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
FRONT SIDE - GROUND FLOOR					
Main Entrance (1)	Front Side	EDU-D1	22	QAR 500	QAR 11,200
Main Entrance (2)	Front Side	EDU-D2	22	QAR 500	QAR 11,200
BACK SIDE - GROUND FLOOR					
Facade/Window (1)	Back Side	EDU-W1	51	QAR 400	QAR 20,500
Passenger Entrance (3)	Back Side	EDU-D3	22	QAR 500	QAR 11,200
Facade/Window (2)	Back Side	EDU-W2	32	QAR 400	QAR 12,800
Passenger Entrance (4)	Back Side	EDU-D4	22	QAR 500	QAR 11,200
Facade/Window (3)	Back Side	EDU-W3	16	QAR 400	QAR 6,300
Facade/Window (4)	Back Side	EDU-W4	38	QAR 400	QAR 15,200



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Industrial Area Bus Station Rate Card

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
FRONT SIDE - GROUND FLOOR					
Facade/Window (1)	Front Side	IND-W1	22	QAR 500	QAR 10,800
Main Entrance (1)	Front Side	IND-D1	21	QAR 500	QAR 10,600
Main Entrance (2)	Front Side	IND-D2	21	QAR 500	QAR 10,600
LEFT OUT - BACK SIDE - GROUND FLOOR					
Facade/Window (2)	Left Out Back Side	IND-W2	34	QAR 400	QAR 10,800
Passenger Entrance (3)	Left Out Back Side	IND-D3	25	QAR 500	QAR 12,500
Facade/Window (3)	Left Out Back Side	IND-W3	17	QAR 400	QAR 6,800
Facade/Window (4)	Left Out Back Side	IND-W4	8	QAR 400	QAR 3,300
Facade/Window (5)	Left Out Back Side	IND-W5	17	QAR 400	QAR 6,800
Passenger Entrance (4)	Left Out Back Side	IND-D4	25	QAR 500	QAR 12,500
Facade/Window (6)	Left Out Back Side	IND-W6	17	QAR 400	QAR 6,800
Facade/Window (7)	Left Out Back Side	IND-W7	8	QAR 400	QAR 3,300
Facade/Window (8)	Left Out Back Side	IND-W8	17	QAR 400	QAR 6,800
Passenger Entrance (5)	Left Out Back Side	IND-D5	25	QAR 500	QAR 12,500
Facade/Window (9)	Left Out Back Side	IND-W9	8	QAR 400	QAR 3,300

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
LEFT - BACK SIDE - GROUND FLOOR					
Facade/Window (10)	Left Back Side	IND-W10	14	QAR 400	QAR 5,500
Facade/Window (11)	Left Back Side	IND-W11	11	QAR 400	QAR 4,400
Facade/Window (12)	Left Back Side	IND-W12	14	QAR 400	QAR 5,400
LEFT IN - BACK SIDE - GROUND FLOOR					
Facade/Window (13)	Left In Back Side	IND-W13	8	QAR 400	QAR 3,300
Passenger Entrance (6)	Left In Back Side	IND-D6	25	QAR 500	QAR 12,500
Facade/Window (14)	Left In Back Side	IND-W14	17	QAR 400	QAR 6,900
Facade/Window (15)	Left In Back Side	IND-W15	8	QAR 400	QAR 3,400
Facade/Window (16)	Left In Back Side	IND-W16	17	QAR 400	QAR 6,800
Passenger Entrance (7)	Left In Back Side	IND-D7	25	QAR 500	QAR 12,500
Facade/Window (17)	Left In Back Side	IND-W17	17	QAR 400	QAR 6,800
Facade/Window (18)	Left In Back Side	IND-W18	8	QAR 400	QAR 3,400
Facade/Window (19)	Left In Back Side	IND-W19	17	QAR 400	QAR 6,800
Passenger Entrance (8)	Left In Back Side	IND-D8	25	QAR 500	QAR 12,500
Facade/Window (20)	Left In Back Side	IND-W20	8	QAR 400	QAR 3,300

Contd.



Industrial Area Bus Station Rate Card (Contd.)

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
MIDDLE - BACK SIDE - GROUND FLOOR					
Facade/Window (21)	Middle Back Side	IND-W21	36	QAR 400	QAR 14,400
Facade/Window (22)	Middle Back Side	IND-W22	39	QAR 400	QAR 15,600
Facade/Window (23)	Middle Back Side	IND-W23	34	QAR 400	QAR 13,800
Passenger Entrance (9)	Middle Back Side	IND-D9	25	QAR 500	QAR 12,500
Facade/Window (24)	Middle Back Side	IND-W24	34	QAR 400	QAR 13,700
Facade/Window (25)	Middle Back Side	IND-W25	35	QAR 400	QAR 13,900
Passenger Entrance (10)	Middle Back Side	IND-D10	25	QAR 500	QAR 12,500
Facade/Window (26)	Middle Back Side	IND-W26	34	QAR 400	QAR 13,800
Facade/Window (27)	Middle Back Side	IND-W27	39	QAR 400	QAR 15,600
Facade/Window (28)	Middle Back Side	IND-W28	36	QAR 400	QAR 14,500
RIGHT IN - BACK SIDE - GROUND FLOOR					
Facade/Window (29)	Right In Back Side	IND-W29	8	QAR 400	QAR 3,300
Passenger Entrance (11)	Right In Back Side	IND-D11	25	QAR 500	QAR 12,500
Facade/Window (30)	Right In Back Side	IND-W30	17	QAR 400	QAR 6,800
Facade/Window (31)	Right In Back Side	IND-W31	8	QAR 400	QAR 3,400

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
RIGHT IN - BACK SIDE - GROUND FLOOR					
Facade/Window (32)	Right In Back Side	IND-W32	17	QAR 400	QAR 6,800
Passenger Entrance (12)	Right In Back Side	IND-D12	25	QAR 500	QAR 12,500
Facade/Window (33)	Right In Back Side	IND-W33	17	QAR 400	QAR 6,800
Facade/Window (34)	Right In Back Side	IND-W34	8	QAR 400	QAR 3,300
Facade/Window (35)	Right In Back Side	IND-W35	17	QAR 400	QAR 6,900
Passenger Entrance (13)	Right In Back Side	IND-D13	25	QAR 500	QAR 12,500
Facade/Window (36)	Right In Back Side	IND-W36	8	QAR 400	QAR 3,300



Contd.



Industrial Area Bus Station Rate Card (Contd.)

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
RIGHT - BACK SIDE - GROUND FLOOR					
Facade/Window (37)	Right Back Side	IND-W37	14	QAR 400	QAR 5,500
Facade/Window (38)	Right Back Side	IND-W38	11	QAR 400	QAR 4,400
Facade/Window (39)	Right Back Side	IND-W39	14	QAR 400	QAR 5,500
RIGHT OUT - BACK SIDE - GROUND FLOOR					
Facade/Window (40)	Right Out Back Side	IND-W40	8	QAR 400	QAR 3,300
Passenger Entrance (14)	Right Out Back Side	IND-D14	25	QAR 500	QAR 12,500
Facade/Window (41)	Right Out Back Side	IND-W41	17	QAR 400	QAR 6,900
Facade/Window (42)	Right Out Back Side	IND-W42	8	QAR 400	QAR 3,300
Facade/Window (43)	Right Out Back Side	IND-W43	17	QAR 400	QAR 6,800
Passenger Entrance (15)	Right Out Back Side	IND-D15	25	QAR 500	QAR 12,500
Facade/Window (44)	Right Out Back Side	IND-W44	17	QAR 400	QAR 6,800
Facade/Window (45)	Right Out Back Side	IND-W45	8	QAR 400	QAR 3,400
Facade/Window (46)	Right Out Back Side	IND-W46	17	QAR 400	QAR 6,800
Passenger Entrance (16)	Right Out Back Side	IND-D16	25	QAR 500	QAR 12,500
Facade/Window (47)	Right Out Back Side	IND-W47	34	QAR 400	QAR 13,800



Lusail Bus Station Rate Card

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
FRONT SIDE - GROUND FLOOR					
Main Entrance (1)	Front Side	LUS-D1	21	QAR 500	QAR 10,600
Main Entrance (2)	Front Side	LUS-D2	21	QAR 500	QAR 10,600
LEFT SIDE - GROUND FLOOR					
Facade/Window (1)	Left Side	LUS-W1	9	QAR 400	QAR 3,500
Facade/Window (2)	Left Side Corner	LUS-W2	10	QAR 400	QAR 4,000
BACK SIDE - GROUND FLOOR					
Facade/Window (3)	Back Side	LUS-W3	50	QAR 400	QAR 20,000
Passenger Entrance (3)	Back Side	LUS-D3	21	QAR 500	QAR 10,600
Facade/Window (4)	Back Side	LUS-W4	32	QAR 400	QAR 12,800
Passenger Entrance (4)	Back Side	LUS-D4	21	QAR 500	QAR 10,600
Facade/Window (5)	Back Side	LUS-W5	16	QAR 400	QAR 6,400
Facade/Window (6)	Back Side	LUS-W6	38	QAR 400	QAR 15,300



Msheireb Bus Station Rate Card

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
BACK SIDE - GROUND FLOOR					
Facade/Window (1) including Main Entrance (1 & 2)	Front	MSB-W1	30	QAR 500	QAR 15,200
Facade/Window (2)	Right Corner	MSB-W2	20	QAR 400	QAR 8,100
Facade/Window (3)	Right	MSB-W3	39	QAR 400	QAR 15,600
BACK SIDE - FIRST FLOOR					
Facade/Window (4)	Back Side	MSB-W4	16	QAR 400	QAR 6,500
Facade/Window (5)	Back Side	MSB-W5	16	QAR 400	QAR 6,500
Facade/Window (6)	Back Side	MSB-W6	16	QAR 400	QAR 6,500
Facade/Window (7)	Back Side	MSB-W7	16	QAR 400	QAR 6,500
Facade/Window (8)	Back Side	MSB-W8	16	QAR 400	QAR 6,500
Facade/Window (9)	Back Side	MSB-W9	16	QAR 400	QAR 6,500
Facade/Window (10)	Back Side	MSB-W10	16	QAR 400	QAR 6,500
Facade/Window (11)	Back Side	MSB-W11	16	QAR 400	QAR 6,500
Facade/Window (12)	Back Side	MSB-W12	16	QAR 400	QAR 6,500
Facade/Window (13)	Back Side	MSB-W13	16	QAR 400	QAR 6,500

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
LEFT SIDE - FIRST FLOOR					
Facade/Window (14)	Left Side	MSB-W14	16	QAR 500	QAR 8,100
Facade/Window (15)	Left Side	MSB-W15	16	QAR 500	QAR 8,100
Facade/Window (16)	Left Side	MSB-W16	16	QAR 500	QAR 8,100
Facade/Window (17)	Left Side	MSB-W17	16	QAR 500	QAR 8,100
Facade/Window (18)	Left Side	MSB-W18	16	QAR 500	QAR 8,100
Facade/Window (19)	Left Side	MSB-W19	16	QAR 500	QAR 8,100
Facade/Window (20)	Left Side Corner	MSB-W20	33	QAR 550	QAR 18,200



Contd.



Msheireb Bus Station Rate Card (Contd.)

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
FRONT SIDE - GROUND FLOOR					
Facade/Window (21)	Front Side	MSB-W21	16	QAR 500	QAR 8,100
Facade/Window (22)	Front Side	MSB-W22	16	QAR 500	QAR 8,100
Facade/Window (23)	Front Side	MSB-W23	16	QAR 500	QAR 8,100
Facade/Window (24)	Front Side	MSB-W24	16	QAR 500	QAR 8,100
Facade/Window (25)	Front Side	MSB-W25	16	QAR 500	QAR 8,100
Facade/Window (26)	Front Side	MSB-W26	16	QAR 500	QAR 8,100
Facade/Window (27)	Front Side	MSB-W27	16	QAR 500	QAR 8,100
Facade/Window (28)	Front Side	MSB-W28	16	QAR 500	QAR 8,100
Facade/Window (29)	Front Side	MSB-W29	16	QAR 500	QAR 8,100
Facade/Window (30)	Front Side	MSB-W30	16	QAR 500	QAR 8,100
Facade/Window (31)	Front Side	MSB-W31	16	QAR 500	QAR 8,100
Facade/Window (32)	Front Side	MSB-W32	16	QAR 500	QAR 8,100
Facade/Window (33)	Front Side	MSB-W33	16	QAR 500	QAR 8,100
Facade/Window (34)	Front Side	MSB-W34	16	QAR 500	QAR 8,100
RIGHT SIDE - FIRST FLOOR					
Facade/Window (35)	Right Side Corner	MSB-W35	33	QAR 550	QAR 18,200
Facade/Window (36)	Right Side	MSB-W36	16	QAR 500	QAR 8,100
Facade/Window (37)	Right Side	MSB-W37	16	QAR 500	QAR 8,100



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West Bay Bus Station Rate Card

Wrapping Type Facade or Entrance	Side	Reference	Total Size SQM.	Rate per 1 SQM per 1 Month	Unit Rate per 1 Month
LEFT SIDE - GROUND FLOOR					
Facade/Window (1)	Left Front Side	WBS-W1-L	80	QAR 500	QAR 40,000
Facade/Window & Main Entrance (2)	Left Middel Inside	WBS-W2-L	54	QAR 500	QAR 27,000
Facade/Window & Passenger Entrance (3)	Left Back Side	WBS-W3-L	47	QAR 500	QAR 23,700
Facade/Window (4)	Left Back Side	WBS-W4-L	53	QAR 400	QAR 21,200
RIGHT SIDE - GROUND FLOOR					
Facade/Window (1)	Right Front Side	WBS-W1-R	15	QAR 400	QAR 7,700
Facade/Window (2)	Right Middel Inside	WBS-W2-R	7	QAR 400	QAR 2,600
Facade/Window (3)	Right Middel Inside	WBS-W3-R	8	QAR 400	QAR 3,000
Facade/Window (4)	Right Middel Inside	WBS-W4-R	22	QAR 400	QAR 8,800
Facade/Window & Entrance (3)	Right Back Side	WBS-W5-R	55	QAR 400	QAR 22,000
Facade/Window (4)	Right Back Side	WBS-W6-R	17	QAR 400	QAR 6,700



Note:

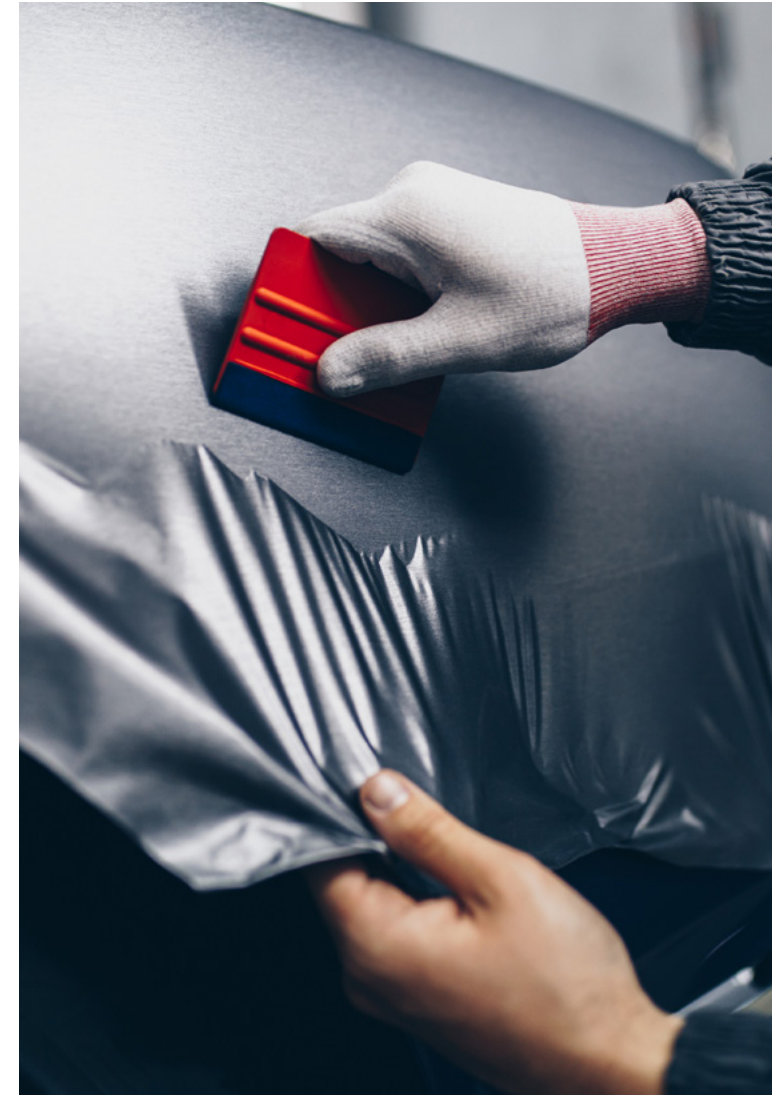
1. Media Rate is for per campaign period of minimum one month. In case of extension of campaign period, such extension shall be treated as a fresh campaign period, and the rate shall be charged as per applicable rate for such extended period.
2. The space types shown in the table are only indicative and are subject to change, as per evolving innovative solutions in utilizing the interior and exterior space, considering market dynamics and needs.
3. All transit-advertising artworks are subject to approval from Mowasalat.
4. All branding material used should be conforming to branding guidelines, standard quality or equivalent as per Mowasalat material specifications.



Booking & Branding Procedure

1. The Media Agency is required to send an initial indent for tentative booking to Mowasalat.
2. The space will be booked tentatively for one working day, if available.
3. The confirmed booking order should be received within a maximum of 10 working days prior to the start of the campaign, and should include all related approved documents (as indicated in the contract).
4. Mowasalat will send the quotation with the requested campaign details for booking confirmation to the Media Agency for signing and stamping. The completed documents should be then sent back for processing.
5. All artworks are to be cleared by Mowasalat within two working days from the date of booking order.
6. The commissioning and decommissioning process should be completed within 72 hours (on working days only) or such other timeframe notified by Mowasalat, whichever comes first, after the vehicles are provided by Mowasalat.
7. Branded vehicles will be allowed to go on the road only from the start date of the campaign.
8. After the vehicle branding process is completed, Mowasalat will provide a copy of the job completion report to the Media Agency representative.
9. Mowasalat ensures that branded vehicles are given priority to go on the road.
10. In the event of extension of campaign period or request for increasing number of vehicles by the agency, Mowasalat will accommodate the new request subject to fleet availability.
11. Once the campaign decommissioning is finished, and branding removal is completed without damage/incident, Mowasalat will provide a copy of the job completion report to the Media Agency representative.
12. In case of any cancellation or postponement of advertisement, Mowasalat should receive such cancellation or postponement of order not later than 14 calendar days before the start of the advertisement campaign; or else Mowasalat will impose cancellation charges at the rate shown below:

If the cancellation is received a maximum of seven working days before the start of the campaign period, 50% of the fee will be charged; thereafter 100% of the fee will be due.
13. Contract terms and conditions apply.



Material Specifications

A) BRANDING MATERIAL SPECIFICATION

- Vehicles Body Sticker: Gray Back Sticker with lamination (Mactac, Poli Tape or 3M high quality).
- Vehicles Glass Sticker: One-way Vision Sticker.
- All installations, unless otherwise approved, must be scheduled with a Mowasalat representative.
- Installation of advertising devices and materials shall take place at the location and hours approved by Mowasalat's representative.

B) ADVERTISEMENT ARTWORK GUIDELINE

The advertisement artworks shall comply with Mowasalat's terms as well as the laws and regulations applicable in the State of Qatar such as:

- Arabic language must not be less than %50 of the advertising content.
- A draft of the artwork needs to be submitted for Mowasalat's approval.
- The Media Agency is always required to obtain and possess all the required licenses, no-objection

certificate, approvals, and permits from the competent authorities/ministries of the State of Qatar.

- The following points must be observed when designing the advertisement:
 - *Smoking symbols in all their forms are not allowed.*
 - *Drugs and alcohol symbols in all their forms are not allowed.*
 - *Religious slogans or symbols are not allowed.*
 - *Political slogans or symbols are not allowed.*
 - *Flags of countries are not allowed.*
 - *Images that violate public morality are not allowed.*
 - *Other languages (excluding Arabic and English) are not allowed.*
 - *3D images are not allowed.*
 - *Images on the front upper part of the vehicle are not allowed.*
 - *Images of real people are not allowed.*
- The advertisement must not be placed on the vehicle windscreen.

- The advertisement design must not be overloaded with expressions (images & text).
- The Arabic & English trade name must match the one stated in the license.
- The maximum number of visuals on each side of the vehicle is 4.
- The advertisement text/work of the Media Agency's client must not contain an activity that is not mentioned in the trade license of such client.
- The design must comply with its trade license.
- The Media Agency must pay all required fees in case of replacing a lost or damaged permit or amending the data of the permit.
- In case the client is from outside the country the advertisement must be stamped by the embassy/consulate.

TRANSIT ADVERTISING RATE CARD

Book your Transit Advertising campaign now

Tel: (+974) 4458 8588 / 4458 8120

Email: transitmedia@mowasalat.com

- Working Days: Sunday - Thursday.
- Business Hours: 7:00 am - 3:00 pm.
- Ramadan Business Hours: 9:00 am - 2:00 pm.
- Address: Street 37, Industrial Area, Doha, State of Qatar

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